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The Canada/Ontario Conservation and Renewable Energy Demonstration Program

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The Canada/Ontario Conservation and Renewable Energy Demonstration Program

What is it?

To meet its energy conservation targets and its objective to produce more of its own energy*, Ontario is cooperating with the federal government to promote the demonstration of new energy technologies which already have been researched and partly developed.

The program is designed to help develop and apply innovative energy-conserving and renewable energy technologies.

Demonstration is essential in order to bring these energy-saving solutions to the user marketplace and to the consumer.

This program has three main objectives:

- to develop, demonstrate and promote widespread adoption of promising technologies that efficiently use renewable resources and conserve energy.
- to help the public accept the potential of renewable energy and conservation technologies through effective information transfer.
- to create jobs in new or existing industries.

The program is administered by the Ontario Ministry of Energy. The funding is shared by both governments, and the total budget is $58 million to 1984.

*37.5% from indigenous sources by 1995, as opposed to 24% at present.

What we are looking for:

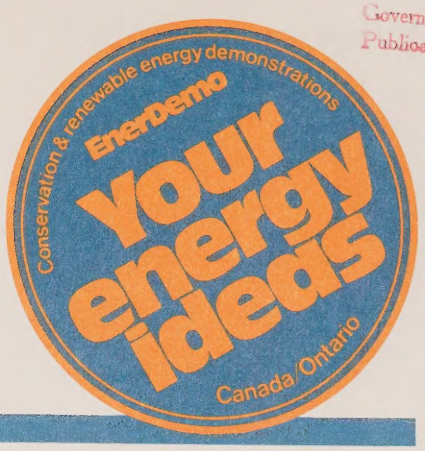
- projects large or small that generate a reduction in energy use or substitute a renewable resource for conventional fuels, particularly oil.
- projects having good potential for widespread implementation without further assistance following successful demonstration.
- well-documented proposals specifying the anticipated benefits and the target market.

Typical Projects

A typical proposal might describe a demonstration of:

- an innovative external insulating system for homes, apartments, or commercial/industrial buildings.
- a heat recovery system for an industrial process.
- innovative and cost effective construction and environmental control elements for greenhouses.
- the benefits of cogeneration of steam and electricity in an industrial plant.
- the utilization of wood waste as a fuel source for hot water or steam boilers.
- equipment and systems to reduce fuel consumption in private and/or commercial vehicles, or to utilize alternate fuels as a replacement for gasoline.

Government
Publications



Hitting the market

Demonstrations produce valuable information which will contribute towards Ontario's energy-efficiency and industrial development when widely implemented. Dissemination of this information is necessary before implementation can take place. With the burden of economic proof removed, interested parties will be able to take the idea and run with it — without further government assistance. The essential ingredients are:

- **Detailed documentation** — scientific data, drawings, technical material.
- **Actual operational results** — performance recorded during the progress of the project — actual energy and cost savings, number of breakdowns, staff requirements, environmental considerations.
- **Communication avenues** — this includes audio visual presentations, articles, a marketing plan — or any method you choose to let relevant groups know about the project findings.

What we will share with you

We'll share a portion of the direct costs incurred, and a reasonable portion of the indirect costs — for both small and large projects. Each project will be assessed individually in relation to the program criteria and the energy sector served in order to derive our contribution to project costs.

Project costs eligible for partial funding include:

- the direct costs of the project — including the materials, equipment and labour required for the demonstration.
- a reasonable portion of the applicant's indirect costs.
- the costs of performance monitoring and information transfer.

Funding is available only for costs related to the energy aspects of a project. Non-energy elements are not eligible for support. For example, the building upon which a new solar system is mounted is not eligible for cost sharing.

Intellectual Property Rights

This refers to copyrights, patents, industrial designs and other intellectual or industrial property rights — processes, formulae, technologies, techniques, procedures, studies, inventories, test results, computer programs and software, and other information arising from the performance of a contract.

The intellectual property (other than copyrights) that is generated by a project normally belongs to the contractor. However, if the inventions, etc. are not marketed in a reasonable period of time, the Crown may assume all of the rights. Copyright in reports always belongs to the Crown but contractors are generally permitted to distribute reports if Crown funding is acknowledged.

Who can apply?

Proposals are welcome from:

- industry
- consultants
- associations
- colleges and universities
- municipalities
- voluntary and non-profit institutions
- business enterprises

Preference will be given to those proposals with a high degree of private sector involvement, as the program is geared to share the costs, not bear the entire burden.

What we expect from you

We expect good, sound, energy-saving ideas. Your submission should be a factual proposal describing:

- the demonstration you wish to initiate.
- why you believe it will save energy, including which energy form will be affected and how much will be saved.
- the reasons for believing that others will want to apply your idea.
- how you will prove the effectiveness of your idea.
- whom you believe can use your idea, and how you will pass on the technology and its benefits to the appropriate target group.
- what assistance you expect from us.

It is important that your proposal includes a comprehensive information transfer plan. If you need help, Ontario government officials can assist in developing this part of the proposal.

Acceptance criteria

When evaluating demonstration projects, preference will be given to those proposals that offer the greatest potential for conserving energy and developing renewable energy technologies with potential for widespread application.

Projects should demonstrate a technology which is technically proven, but which has not yet achieved broad commercial application within Ontario.

Energy Impact — This involves the magnitude of the estimated short and long term impacts on energy consumption — of particular concern are projects that reduce the use of petroleum-based fuels.

Technical Soundness — The underlying scientific principles must be correct and the project must be properly engineered to meet its objectives.

Commercial Viability — The project should be based on technology that may, in future applications show evidence of an acceptable return on investment. Potential users should be willing to implement the technology without further government assistance. High risk projects offering good potential energy savings will be favourably considered.

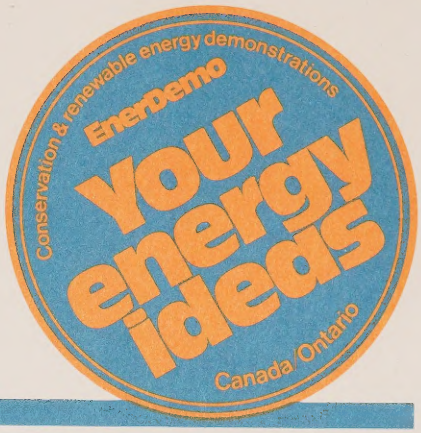
Payback periods may range between two and 15 years. However, innovative ideas with paybacks of less than two years may be considered if support is required to induce user acceptance.

Project Team Capabilities — The technical, financial and managerial competence of those involved should be documented. Staff should be able to work within time and budget guidelines.

Impact on Public Awareness — The marketing plan must set out the means to motivate the target market to initiate similar projects.

Private Sector Participation — Applicants are expected to assume a significant proportion of the project costs.

Related Provincial Objectives — Projects should be consistent with Ontario's environmental regulations, and trade and employment objectives.



Suggested proposal content

Proposals should be concise, accurate, complete and well-organized. Use the following as a guide when preparing your proposal submission:

Introductory Page — This should include your legal name for contractual purposes; project title and date; reference number; point of contact within organization; approving signatures; location; and total cost of work.

Table of Contents

Restrictions/Proprietary Notice — Any confidential or proprietary information should be identified. A reasonable effort will be made to maintain confidentiality. Proposals normally will not be returned.

Summary — The summary should be one page (or less). It should include a description of the technology (product or system) to be demonstrated; where and how the demonstration will be initiated; and the expected outcome and benefits. The new knowledge, products, services, etc. which may result should be highlighted.

Project Justification — This section should provide an assessment of the energy, technical, economic, environmental and social impacts of both the project itself and widespread application of the technology (long and short term).

Technical Details — There should be sufficient information to allow a thorough evaluation of the project's scientific merits and technical feasibility, including:

- a concise description of the basic scientific principles involved.
- a project management plan broken down into phases or component tasks.
- a description of any related technical problems and how they will be overcome.
- plans, drawings, formulae and supporting documents.
- monitoring, evaluation, and documentation plans.
- a list of related reports and publications by the applicant.
- any patents applied for, or any existing patents that may impede commercialization.

Project Management — This section should establish the ability to manage the proposed work within time and budget constraints. Include a description of:

- the project's organization and management, and the name of the project manager.
- subcontracting arrangements or outside services.
- plans for facilities, personnel allocation and materials procurement.
- type and frequency of status reports.

Marketing Plan — The success of any program depends on effective transfer of information to the public and, most importantly, to the professionals working in the field. Active dissemination of such information will increase overall awareness and promote its acceptance.

This is why the information transfer strategy is an important factor in the approval of the project. Included in the strategy should be:

- an outline of the relevant target groups and how each will be informed.
- a list of the relevant information tools — brochures, pamphlets, photographic or audio visual materials, displays, tours, seminars, technical presentations, general advertising, etc.
- an outline of planned steps for commercialization and widespread adoption of the technology.

Information costs may be included in the estimate of total project costs.

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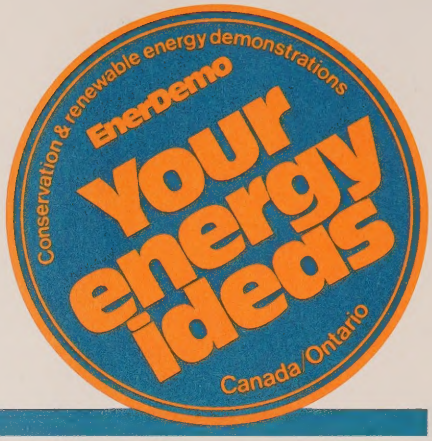

Suggested proposal content *(... continued)*

An Estimate of Total Project Costs — For each component (or phase) of the project, detailed estimates of costing should be provided in the following categories:

- labour — names, categories, salaries, benefits, overhead, estimates of days (per task and per person).
- subcontracting expenses — name and cost for each.
- materials and supplies.
- travel and living expenses.
- capital equipment costs — itemized for equipment more than $200.
- cost of developing and implementing the marketing plan.
- administration and other incidental charges.
- how much of the total project cost will be borne by the applicant, and/or third parties — in total dollars and as a percentage of total costs.
- details of the source and amount of any other financial assistance applied for, or received.
- a statement of the specific amount of funding requested from this program — in dollars and percentages, with a justification of this division of costs.
- a simple payback analysis or, in cases requiring substantial funding, a life-cycle costing of the proposed energy efficient system compared to conventional equipment.

This should include only those costs which require funding.

Reporting Procedures — Monthly progress letters plus a final project report are necessary. Verification of measured system performance shall be provided by a professional engineer or a certified engineering technician/technologist registered in Ontario. Standard international metric units of measurement are preferred, but not mandatory.

Appendices — Detailed technical information, formula derivations, supporting information, photos, drawings and other data should be included in appropriately referenced appendices.

For further information on submitting your proposal please contact:

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